

MAKING THE MOST OF YOUR ADVOCACY: TACTICS AND MESSAGING

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INTRODUCTIONS



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PATH is the leader in global health innovation. An international nonprofit organization, we save lives and improve health, especially among women and children by accelerating innovation across five platforms—vaccines, drugs, diagnostics, devices, and system and service innovations.

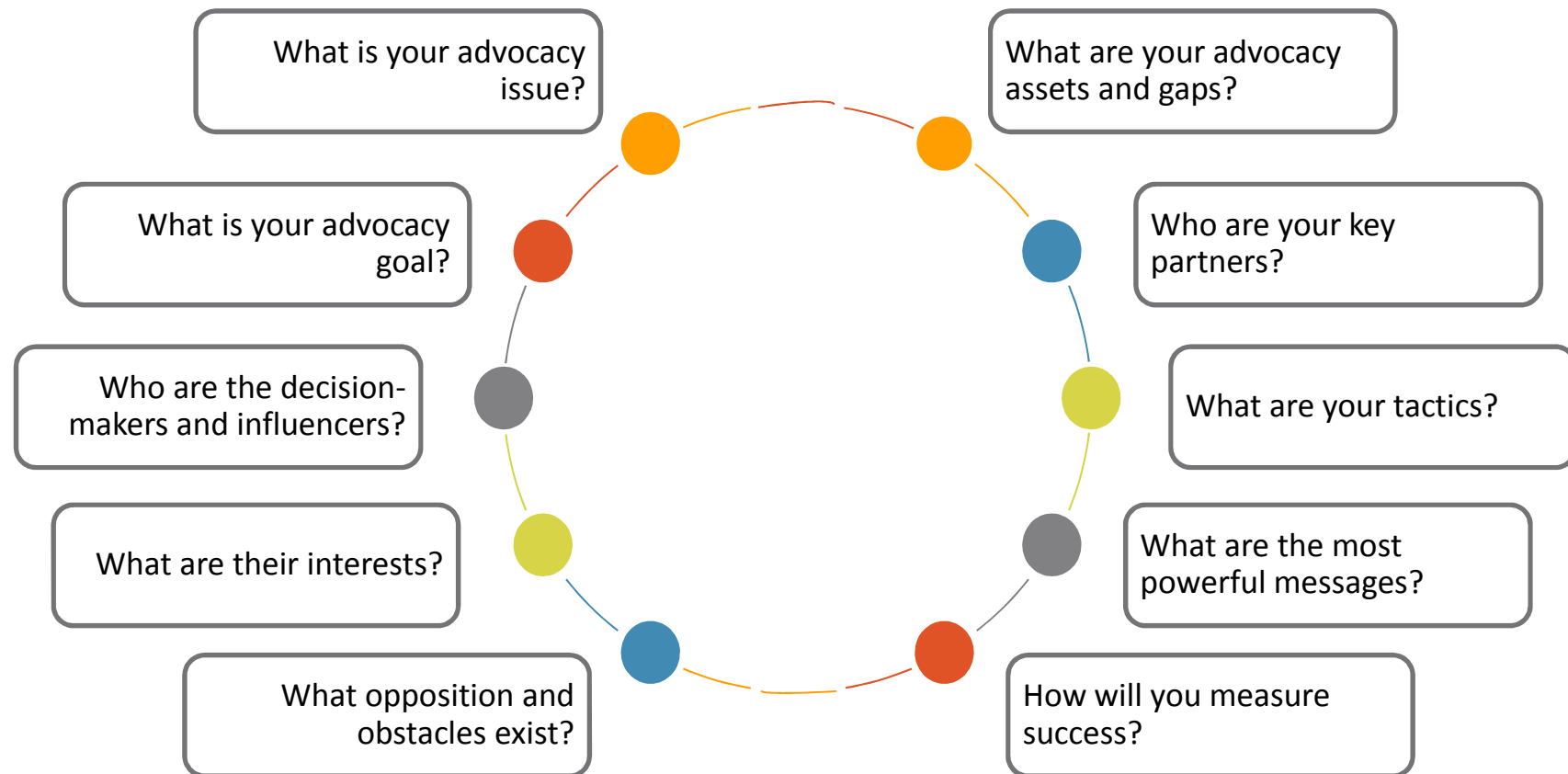


COALITION FOR ACCESS
TO
NCD MEDICINES & PRODUCTS



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10 QUESTIONS TO GUIDE YOUR ADVOCACY STRATEGY





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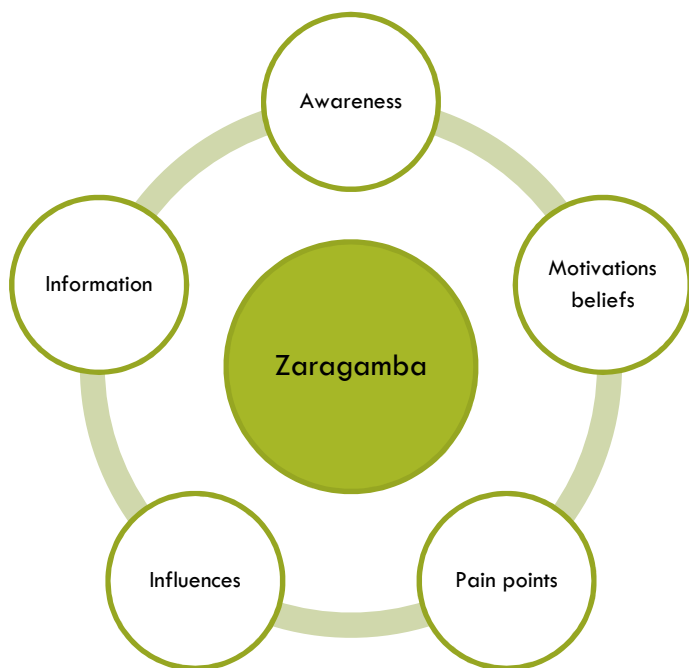
EXAMPLES OF DECISION-MAKERS AND INFLUENCERS

DECISIONMAKERS	INFLUENCERS	
Executive leaders, such as Presidents and Vice Presidents	Well-known business leaders	Celebrities
Ministers of Finance, Health, Education, and Agriculture	Professional associations	A voting bloc
Parliamentarians (e.g. Parliamentary health committee)	Patients' rights organizations	Research institutions
Division Heads (e.g. MOH Division of NCDs)	Specific journalists	Academics (e.g. diabetes researchers at the University)
County/Provincial Governors	Faith-based groups	Multilateral organizations (e.g. WHO Country Office)
County/Provincial Assembly Members	Civic leaders	Technical staff within a ministry
Chief Administrative Officers	NGOs or civil society organizations	Technical staff within a country health department
Local Council Members	National coalitions (e.g. country NCD Alliance)	Business associations
District Health Management Team Members	Global or regional coalitions (e.g. International Diabetes Federation, EAC NCD Alliance)	
Supply Chain Managers	Private-sector companies (e.g. pharmaceutical company)	

WHAT SHOULD YOU KNOW ABOUT YOUR CHAMPIONS IN ORDER TO EFFECTIVELY TARGET THEM?

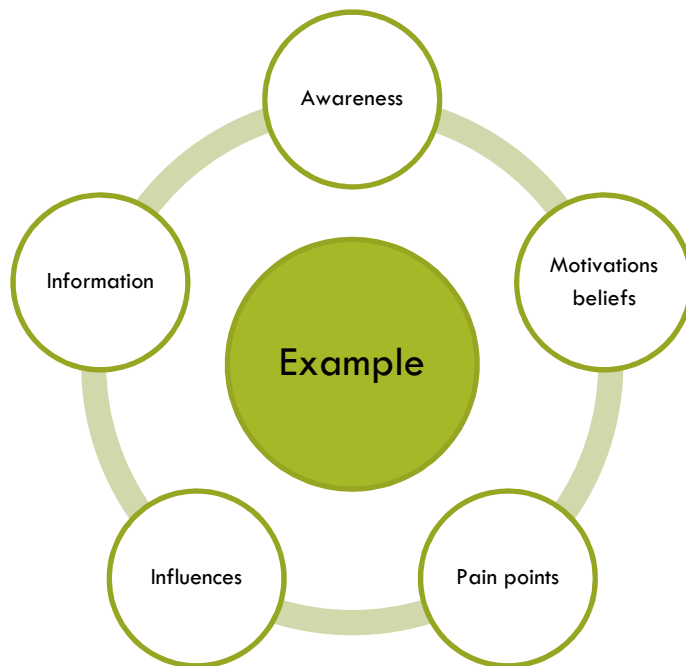
<p>AWARENESS: HOW MUCH DOES MY DECISION MAKER KNOW ABOUT THIS ISSUE?</p>	<ul style="list-style-type: none"> • Unaware • Aware of the issue, but inaccurately informed • Aware of the issue, but mostly uninformed • Accurately informed of the issue
<p>MOTIVATIONS/BELIEFS: WHAT MOTIVATIONS OR BELIEFS DOES MY DECISION MAKER HOLD THAT ARE RELEVANT TO THIS TOPIC?</p>	<p>Data, Societal and cultural norms, Personal experiences, Relationships and networks, Religious views, Financial considerations, Constituent viewpoints, Media coverage, Upcoming elections, Political positioning, other health priorities...</p>
<p>PAIN POINTS: WHAT MIGHT PREVENT THEM FROM TAKING THE ACTION WE WANT THEM TO?</p>	<p>Not enough time, lack of trust of NGOs, competing priorities, etc.</p>
<p>INFLUENCES: WHO INFLUENCES MY DECISION MAKER/WHOSE OPINION DOES HE OR SHE RESPECT?</p>	<p>Healthcare officials, professional organizations, business leaders, technocrats, etc.</p>
<p>INFORMATION: WHERE DOES MY DECISION MAKER GET INFORMATION ABOUT HEALTH AND POLICY ISSUES?</p>	<p>Media (TV, radio, print, digital? which outlets?), one-on-one meetings, events</p>

The National Department of Health will release an administrative order mandating coordinated action among national and provincial health departments in screening, preventing, and treating NCDs by June 2018.



NAME:	Hon. D. Zaragamba
TITLE:	Member of Parliament
AWARENESS:	Limited awareness
MOTIVATION/ BELIEFS:	Believes strongly in a limited role for government
PAIN POINTS:	New to Parliament and has many demands for time
INFLUENCES:	Persuaded by facts and evidence
INFORMATION:	Subscribes to major newspapers but prefers in-person meetings with constituents

[ADVOCACY GOAL]



NAME:	
TITLE:	
AWARENESS:	
MOTIVATION/ BELIEFS:	
PAIN POINTS:	
INFLUENCES:	
INFORMATION:	

TACTICS

THE BEST TACTICS ARE THE
ONES MOST LIKELY TO HAVE
AN **IMMEDIATE AND DIRECT**
IMPACT ON YOUR TARGET
DECISION-MAKERS OR KEY
INFLUENCERS.



BRAINSTORMING TACTICS





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TRADITIONAL AND NEW MEDIA

- Op-ed
- Press release
- Press briefing
- **Twitter**
- **Facebook**
- **Instagram**
- **YouTube channel**
- Webcast
- Interview
- Media advisory
- Website
- Radio program
- Flickr/Tumblr
- Film
- Press conference
- Desk side briefing
- Installation art
- Google Hangout
- Letter to the editor
- Talk show
- Blog

TIPS FOR MAXIMIZING SOCIAL MEDIA

- @IntDiabetesFed
- @WDD
- @NCDAlliance

TARGET INFLUENCERS



- #diabetes
- #stopdiabetes
- #beatNCDs

USE HASHTAGS



- The best time to post on Twitter is at 3 p.m. Monday to Friday.

TIMING



- Showcase who you are and what you do
- Convey your personality
- Use keywords to target your ideal audience

OPTIMIZE YOUR PROFILE



- Posts with photos are more likely to grab attention and get readers engaged

USE IMAGES



- Write and edit well before posting

FOCUS ON QUALITY OVER QUANTITY





EVENTS AND MEETINGS

- Photo exhibit
- Policy dialogue
- Private dinner
- Film festival
- Exhibit
- Award ceremony
- March
- Report launch
- Expert panel
- Symposium
- Field visit
- Gala
- Summit
- Commemoration
- Task force/
coalition meeting
- Cocktail reception
- Parliamentary
briefing
- Breakfast/
luncheon meeting
- Stakeholder
briefing
- Demonstration



MATERIALS AND PUBLICATIONS

- Report
- Fact sheet
- Policy brief
- Brochure
- Poster
- Infographic
- White paper
- Talking points
- Peer-reviewed journal article
- PowerPoint slides
- Newsletter
- Photo book



MONITORING COMMITMENTS AND PROMOTING ACCOUNTABILITY

- Participatory budgeting
- Public expenditure tracking
- Community scorecards
- Citizen report cards
- Social audits
- Citizen charters
- Health committees
- Health pacts



GATHERING EVIDENCE FOR ADVOCACY

- Disease transmission modeling
- Budget-impact modeling
- Facility assessments
- Data forecasting
- Case study
- Focus groups
- Collecting stories
- Demonstration/ pilot project
- Cost-effectiveness modeling
- Study tour/ field visit
- Literature review
- Policy and budget analysis

WHEN DESIGNING YOUR TACTICS, CONSIDER—

- ✓ Do they address my decision-makers' interests?
- ✓ Do they help lessen the influence of any opposing groups?
- ✓ Do we have the expertise and resources to carry out the activity?
- ✓ What upcoming events, significant dates, or government decisions could be opportunities for mobilization and advocacy?

MESSAGING



AN ADVOCACY MESSAGE
TRANSLATES YOUR GOAL INTO A
CONCISE AND COMPELLING CASE
FOR A DECISION-MAKER TO ACT ON.

FOUR PARTS OF AN ADVOCACY MESSAGE

1
WHAT IS THE ISSUE?

2
**WHY SHOULD THE
DECISION-MAKER CARE?**

3
**WHAT IS THE PROPOSED
SOLUTION & HOW WILL IT
IMPACT THE PROBLEM?**

4
**WHAT SHOULD THE
DECISION-MAKER
SPECIFICALLY DO?**

CHARACTERISTICS OF A COMPELLING MESSAGE

- ✓ Brief (5-8 sentences; less than 3 minutes to deliver)
- ✓ Focused
- ✓ Solution-oriented
- ✓ Supported by evidence
- ✓ Targets key interests of the decision-maker
- ✓ Uses non-technical language
- ✓ Optimistic and hopeful
- ✓ Has a clear request

SAMPLE MESSAGES

- The right medicine can only improve health and save lives if it is available at health facilities and affordable to those who need it.
- The burden of diabetes in our country is increasing rapidly. Ensuring a reliable supply of affordable medicines and technologies can improve the health of our citizens, as well as the country's economy.
- Diabetes is not only a health issue—it has serious economic consequences. If diabetes and reduction of cardiovascular disease are not prevented or treated early, the cost of managing the disease will only increase.
- Prevention, education, and early diagnosis can prevent a lifetime of complications, such as amputation, loss of eyesight, cardiovascular disease, kidney disease, and even death.

Decision-maker:

Key interest:

What is the issue?

Why should the decision-maker care about this issue?

What is the proposed solution and it's likely impact on the problem?

What do you want the decision-maker specifically to do?

Combine the 4 parts into a compelling and concise message:

MESSENGERS



WHO DELIVERS YOUR
MESSAGE IS JUST AS
IMPORTANT AS WHAT
YOU HAVE TO SAY.

KEY QUALITIES OF A MESSENGER

INFLUENCE WITH YOUR DECISION-MAKER: Access to and credibility with the decision-maker

EXPERTISE ON THE ISSUE: Informed about the issue and can speak about it easily

- CEOs
- Celebrities
- Health professionals
- Representatives of professional associations
- Technical experts from your organization
- Board members
- Scientists/researchers/academics
- Head of a large coalition
- Program beneficiaries
- Patients
- Journalists
- Donors
- Voters/constituents
- Business leaders
- Government employees
- Politicians
- Parents or spouses of people who have suffered from a particular disease
- You!

SELECTING THE RIGHT MESSENGER

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SELECTING THE RIGHT MESSENGER:

Consider who you might use as a messenger. Plot each on the graph according to their issue expertise and their influence with the specific decision-maker.

3 potential messengers:



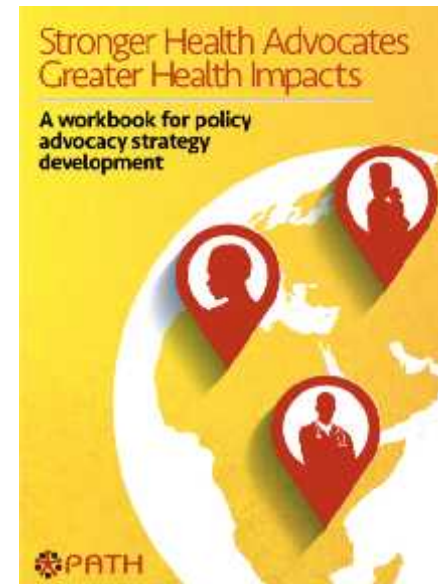
WRAPPING UP

THE BEST TACTICS ARE THE ONES MOST LIKELY TO HAVE AN **IMMEDIATE AND DIRECT IMPACT** ON YOUR TARGET DECISION-MAKERS.

AN ADVOCACY MESSAGE TRANSLATES YOUR GOAL INTO A **CONCISE AND COMPELLING CASE** FOR A DECISION-MAKER TO ACT ON.

WHO DELIVERS YOUR MESSAGE IS JUST AS IMPORTANT AS WHAT YOU HAVE TO SAY.

THANK YOU



<http://sites.path.org/advocacyandpolicy/how-we-do-it/strengthen-advocacy-capacity/>